

HAIR SHOW 2025 "Boots on the Ground"

DATE: Saturday, August 16, 2025
LOCATION: Junction City, Kansas, US

Event Description

HAIR SHOW 2025 "Boots on the Ground" is a premier expos event in Junction City. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 44/100

Expected Attendance: 502 people

Event ID: 3DSWj7wzy2CzB3mnME

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 201 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.